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September 23, 2008  
Date of Deposit

Joshua E. Garfield (Reg. No. 58,416)  
Name of applicant, assignee or Registered  
Representative

/Joshua E. Garfield/  
Signature

Our Case No. 10022/142

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:

Dempski et al.

Serial No.: 09/924,669

Filing Date: August 8, 2001

For : ENHANCED CUSTOM CONTENT  
TELEVISION

Examiner: S. Chowdhury

Group Art Unit No.: 2623

Conf. No.: 3664

**RESPONSE TO THE FINAL OFFICE ACTION  
MAILED JUNE 23, 2008**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Final Office Action mailed June 23, 2008, Assignee kindly requests reconsideration of the rejection in view of the following remarks and arguments.

**Remarks** begin on page 2 of this paper.